

Flavored Tobacco Products are Tempting to Youth



Fighting to protect youth

Under the Family Smoking Prevention and Tobacco Control Act of 2009, the U.S. Food and Drug Administration (FDA) banned candy and fruit-flavored cigarettes. However, the ban does not include other types of flavored tobacco products such as smokeless tobacco or cigars. It is widely known that flavored tobacco products are tempting to youth and tobacco industry documents have revealed strategies to add flavors to tobacco products that are appealing to young people¹. With the changes in regulations, many experts believe tobacco companies have already taken a different marketing tactic to now market their flavored smokeless and cigar products.

Flavor additives, including chocolate, lime, orange and mint as well as menthol, can mask the harsh unpleasant taste and odor of tobacco; this could ultimately entice and make it easier for youth to use tobacco products. Despite the mild presentation, these flavored products offer the same health risks and consequences as unflavored tobacco products. Cigars are often cheaper and more accessible than cigarettes and many of these flavored tobacco products are especially appealing to youth², and can lead to a lifetime of tobacco addiction. It is important to understand how flavored tobacco products impact and impede tobacco control efforts to reduce youth initiation.

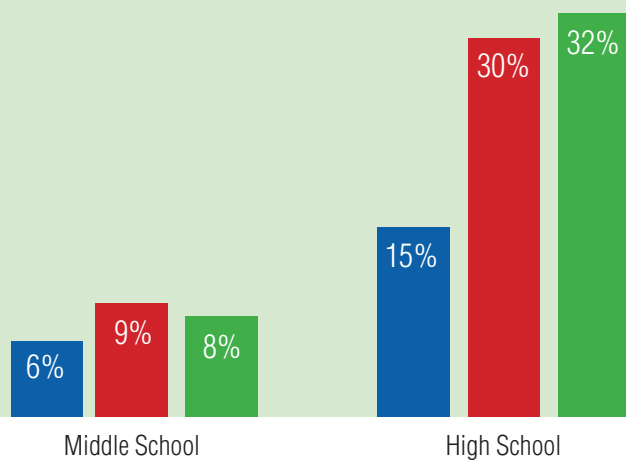
The 2008 Indiana Youth Tobacco Survey provides the latest information on the use of flavored tobacco products by Indiana youth.

¹ Carpenter, C.M., G.F. Wayne, J.L. Pauly, H.K.Koh, and G.N. Connolly. 2005. "New Cigarette Brands With Flavors That Appeal to Youth: Tobacco Marketing Strategies." *Health Affairs* 24(6): 1601-1610.

² Manning, K.C., Kelly, K.J., and Comello, M.L. 2009. "Flavoured cigarettes, sensation seeking and adolescents' perceptions of cigarette brands." *Tobacco Control*, 18: 459-465.



PERCENTAGE OF MIDDLE AND HIGH SCHOOL STUDENTS WHO EVER TRIED FLAVORED TOBACCO PRODUCTS, 2008 IYTS



- Smokeless Tobacco
- Cigars
- Black & Mild cigars, Swisher Sweets cigarillos, and/or Phillies Blunt cigars

Experimentation with flavored tobacco products

The percentage of youth that experimented¹ with flavored tobacco products was significantly higher among high school students compared to middle school students in 2008.

Less than 10 percent of middle school students reported ever trying any category of flavored tobacco products. In contrast, 15 percent of high school students had sampled flavored smokeless tobacco² and 30 percent reported ever trying flavored cigars³. When an additional item asked about experimentation with specific brands of flavored cigars, including Black & Mild cigars, Swisher Sweet cigarillos, and Phillies Blunt cigars, nearly one-third of all high school students reported ever trying these popular brands (32 percent).

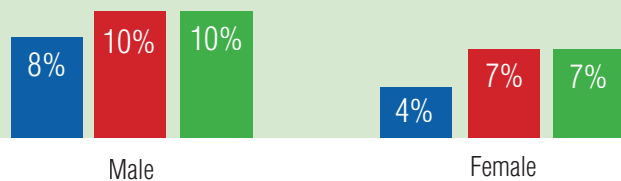
¹ Experimentation with flavored tobacco products is defined as ever using/smoking the product at any time in their lives.

² Students who ever tried flavored chewing tobacco, snuff, or dip, such as wintergreen, mint, cherry, berry, orange, peach, apple or other flavors.

³ Students who ever tried smoking flavored cigars, cigarillos, or little cigars, such as vanilla, chocolate, rum, mocha, cinnamon, cherry, orange, or other flavors.



PERCENTAGE OF MIDDLE SCHOOL STUDENTS WHO EVER TRIED FLAVORED TOBACCO PRODUCTS BY GENDER, 2008 IYTS



- Smokeless Tobacco
- Cigars
- Black & Mild cigars, Swisher Sweets cigarillos, and/or Phillies Blunt cigars

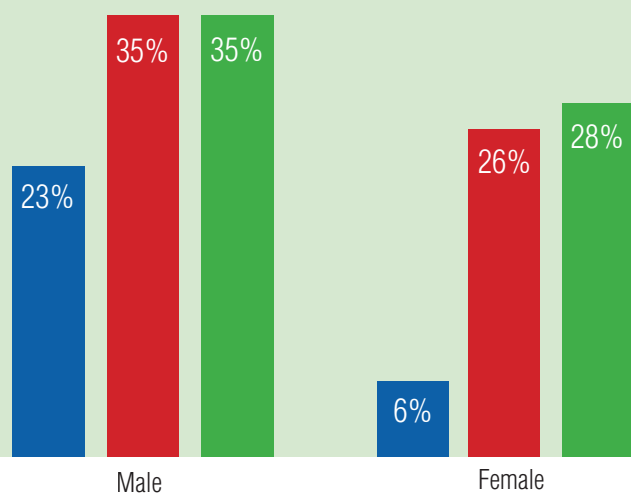
Middle school males try flavored tobacco products at a higher rate

In 2008, males experimented with flavored tobacco products at a significantly higher rate than females. Among middle school students, two times more males than females reported that they had ever tried flavored smokeless tobacco (8 percent vs. 4 percent), and 40 percent more males reported that they ever tried flavored cigars (10 percent vs. 7 percent).

Similarly, the percentage of middle school males reporting that they had ever tried Black & Mild cigars, Swisher Sweets cigarillos, and/or Phillies Blunt cigars was over 40 percent higher than middle school females (10 percent vs. 7 percent).



PERCENTAGE OF HIGH SCHOOL STUDENTS WHO EVER TRIED FLAVORED TOBACCO PRODUCTS BY GENDER, 2008 IYTS



- Smokeless Tobacco
- Cigars
- Black & Mild cigars, Swisher Sweets cigarillos, and/or Phillies Blunt cigars

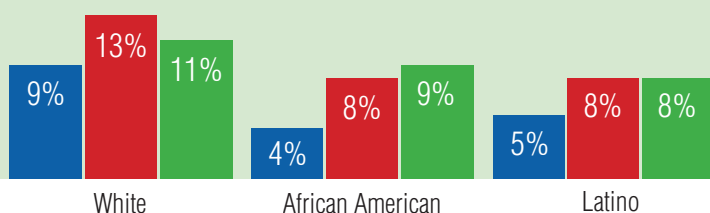
High school females are less likely to use flavored smokeless tobacco

High school males were nearly 4 times more likely to have ever tried flavored smokeless tobacco than high school females (23 percent vs. 6 percent).

The rates of experimentation with flavored cigars was also higher for high school males, who reported trying them at a 35 percent higher rate than females (35 percent vs. 26 percent). Similarly, the percentage of high school students reporting that they ever tried Black and Mild cigars, Swisher Sweets cigarillos, and/or Phillies Blunt cigars was 25 percent higher among males compared to females (35 percent vs. 28 percent).



PERCENTAGE OF MIDDLE SCHOOL STUDENTS WHO EVER TRIED FLAVORED TOBACCO PRODUCTS BY RACE/ETHNICITY, 2008 IYTS



- Smokeless Tobacco
- Cigars
- Black & Mild cigars, Swisher Sweets cigarillos, and/or Phillies Blunt cigars

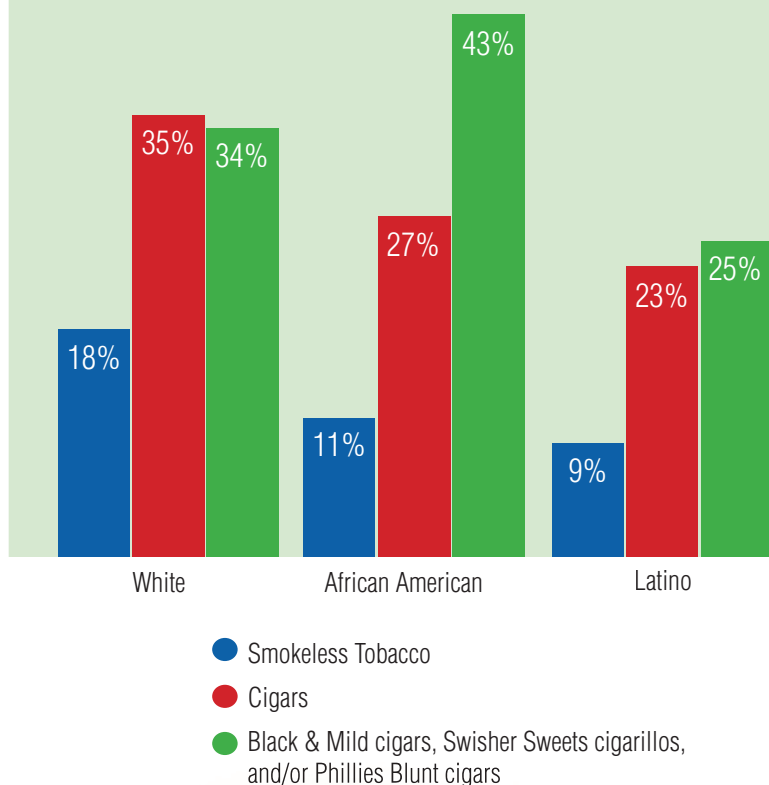
White students experiment with flavored tobacco at a higher rate

In 2008, White middle school students tried flavored tobacco products at a significantly higher rate than African American or Latino middle schoolers. Among White middle school students, 9 percent reported ever trying flavored smokeless tobacco - over 2 times the rate for African Americans (4 percent) and 80 percent higher compared with Latinos (5 percent). Furthermore, 13 percent of White middle school students reported ever trying flavored cigars, which is over 60 percent higher than the rate for African Americans (8 percent) or Latinos (8 percent).

Experimentation with Black & Mild cigars, Swisher Sweets cigarillos, and/or Phillies Blunt cigars was also significantly higher among Whites (11 percent) compared with Latinos (8 percent).



PERCENTAGE OF HIGH SCHOOL STUDENTS WHO EVER TRIED FLAVORED TOBACCO PRODUCTS BY RACE/ETHNICITY, 2008 IYTS



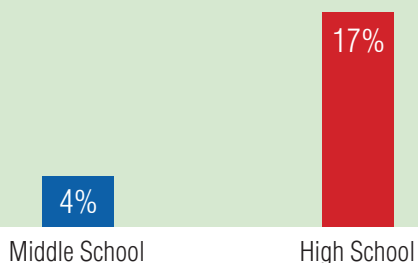
African American students favor popular cigarillos and mini cigars

Among high school students in 2008, significantly more White students reported that they had experimented with flavored smokeless tobacco and flavored cigars than African American and Latino students. While 18 percent of White students reported that they had tried flavored smokeless tobacco, only 11 percent of African American and 9 percent of Latino high school students had tried a flavored smokeless product. Similarly, more than one in three White high school students (35 percent) had tried flavored cigars, versus 27 percent of African American and 23 percent of Latino high school students.

However, experimentation with Black & Mild cigars, Swisher Sweets cigarillos, and/or Phillies Blunt cigars was significantly higher among African Americans (43%) compared with Whites (34%) and Latinos (25%).



PERCENTAGE OF MIDDLE AND HIGH SCHOOL STUDENTS WHO CURRENTLY SMOKE BLACK & MILD CIGARS, SWISHER SWEETS CIGARILLOS, AND/OR PHILLIES BLUNT CIGARS, 2008 IYTS



Mini cigars and cigarillos appeal to an older audience

Mini cigars and cigarillos are the fastest-growing tobacco products on the market¹. Made popular by the hip-hop culture, Black & Mild cigars, Swisher Sweets cigarillos, and/or Phillies Blunt cigars are big in the urban communities, specifically among African Americans. Many users still hold onto the misconception that they are not as addictive or harmful as cigarettes².

In 2008, only 4 percent of middle school students reported current use³ of Black & Mild cigars, Swisher Sweets cigarillos, and/or Phillies Blunt cigars. However, high school students reported smoking these products at more than three times that rate (17 percent).

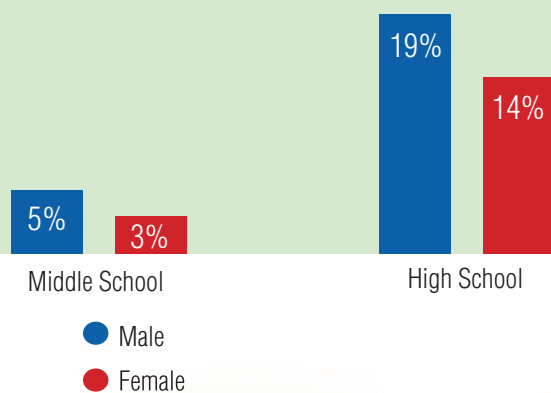
¹ USDA Economic Research Service, Tobacco Briefing Room, Tables 3 and 5, April 2007.

² Jolly, D.H.. 2008. "Exploring the Use of Little Cigars by Students at a Historically Black University." Preventing Chronic Disease 5(3): 1-9.

³ Current use is defined as smoking cigars, cigarillos, or little cigars at least once in the past 30 days.



PERCENTAGE OF MIDDLE AND HIGH SCHOOL STUDENTS WHO CURRENTLY SMOKE BLACK & MILD CIGARS, SWISHER SWEETS CIGARILLOS, AND/OR PHILLIES BLUNT CIGARS BY GENDER, 2008 IYTS

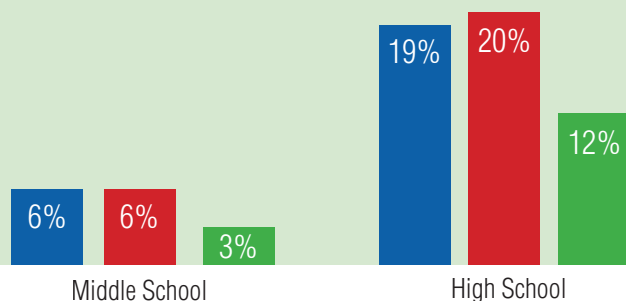


High school males more likely to smoke popular flavored cigar brands

Among middle school students, there were no significant differences between gender in current use of Black & Mild cigars, Swisher Sweets cigarillos, and/or Phillies Blunt cigars in 2008, with both genders reporting current use under 5 percent. High school users were more likely to be male (19 percent) compared with females (14 percent).



PERCENTAGE OF MIDDLE AND HIGH SCHOOL STUDENTS WHO CURRENTLY SMOKE BLACK & MILD CIGARS, SWISHER SWEETS CIGARILLOS, AND/OR PHILLIES BLUNT CIGARS BY RACE/ETHNICITY, 2008 IYTS



- White
- African American
- Latino

Latinos do not favor mini cigars and cigarillos

Latinos in both middle school (3 percent) and high school (12 percent) use these products at a significantly lower rate than other students.

There was no significant statistical difference between Whites and African Americans who currently use Black & Mild cigars, Swisher Sweet cigarillos, and/or Phillies Blunt cigars in either middle school or high school in 2008.

